



(19)

(11) Publication number: **07307813 A**

Generated Document.

**PATENT ABSTRACTS OF JAPAN**(21) Application number: **06100314**(51) Intl. Cl.: **H04M 11/08 H04M 3/42**(22) Application date: **13.05.94**

(30) Priority:

(43) Date of application  
publication: **21.11.95**(84) Designated contracting  
states:(71) Applicant: **NIPPON TELEGR & TELEPH CORP**  
**<NTT>**(72) Inventor: **AKIMOTO TAKAAKI**  
**AKIYAMA KENJI**  
**FUJIMOTO TSUYOSHI**

(74) Representative:

**(54) METHOD FOR  
RECEIVING REQUEST  
FROM USER UTILIZING  
BROADCAST MEDIUM AND  
COMMUNICATION  
TERMINAL USED FOR THE  
METHOD**

(57) Abstract:

**PURPOSE:** To allow the user to place the order on a commodity by making automatic dial to a communication sales reception center in the communication sales service utilizing broadcast medium or the like.

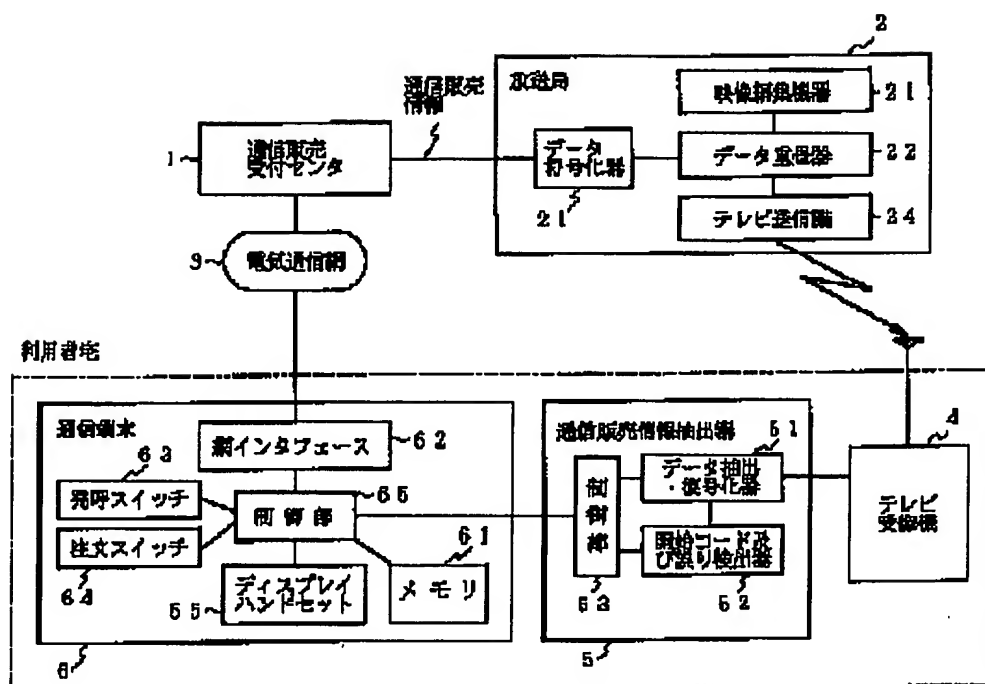
**CONSTITUTION:** A communication sales reception center 1 makes contact of communication sales information such as a telephone number of the center, the number of commodities introduced in a broadcast and a sales period to a broadcast station 2. The broadcast station 2 inserts this communication sales information in a television signal to be broadcast and broadcasts the resulting signal. A communication sales information

BEST AVAILABLE COPY

BEST AVAILABLE COPY

extract device 5 extracts communication sales information from the television signal received by a television receiver 4 and sends the information to a communication terminal equipment 6. The communication terminal equipment 6 stores the communication sales information to a memory 61 and reads the communication sales information from the memory 61 when a dial switch 63 is depressed and makes automatically the telephone number of the communication sales reception center 1. Then the communication terminal equipment 6 receives detailed information of a commodity from the center 1 and the user depresses an order switch to send order data.

COPYRIGHT: (C)1995,JPO



DESI AVAILABLE COPY